

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	<u>TOTAL # PGS.</u>	<u>TOTAL \$M</u>
CORE MAGAZINES		
COSMOPOLITAN	12.0	\$582,036
FIRST FOR WOMEN	10.0	\$88,200
NATIONAL ENQUIRER	6.0	\$180,642
NEW WOMAN	9.0	\$224,745
PEOPLE	14.0	\$1,282,669
REDBOOK	11.0	\$397,971
SOAP OPERA DIGEST	6.0	\$133,572
SOAP OPERA MAGAZINE	5.0	\$13,773
SOAP OPERA WEEKLY	5.0	\$21,883
STAR	7.0	\$169,625
TRUE STORY	7.0	\$63,800
TV GUIDE	9.0	\$816,403
WOMAN'S WORLD	4.0	\$48,941
TOTAL	105.0	\$4,044,070
YOUNGER MAGAZINES		
ALLURE	12.0	\$380,795
ELLE	5.0	\$160,082
ENTERTAINMENT WEEKLY	11.0	\$366,076
ACD. AWARDS VIEWING GUIDE	1.0	\$14,745
GLAMOUR	12.0	\$850,796
MADEMOISELLE	12.0	\$582,724
MARIE CLAIRE	2.0	\$32,826
ROLLING STONE	8.0	\$365,964
SELF	8.0	\$402,537
US	10.0	\$233,190
VOGUE	12.0	\$857,448
WORKING MOTHER	9.0	\$192,501
TOTAL	102.0	\$4,219,783
OLDER MAGAZINES		
BETTER HOMES & GARDENS	10.0	\$746,928
CABLE GUIDE	1.0	\$47,215
COUNTRY AMERICA	6.0	\$199,504
COUNTRY HOME	6.0	\$282,241
FAMILY CIRCLE	10.0	\$663,295
HARPER'S BAZAAR	5.0	\$149,337
HOME	6.0	\$154,919
INSTYLE	10.0	\$174,289
LADIES HOME JOURNAL	11.0	\$655,353
LIFE	9.0	\$404,077
McCALLS	11.0	\$382,483
MOVIELINE	7.0	\$58,152
SOUTHERN LIVING	8.0	\$350,808
TIME	5.0	\$548,815
VANITY FAIR	10.0	\$803,330
WOMAN'S DAY	10.0	\$474,846
WORKING WOMAN	9.0	\$218,650
TOTAL	132.0	\$6,095,141
SUPPLEMENTS		
PARADE	5.0	\$244,876
USA WEEKEND	5.0	\$183,449
TOTAL	10.0	\$428,126
MISTY/DEFENSE CITY BOOKS		
D MAGAZINE	4.0	\$23,800
HONOLULU MAGAZINE	4.0	\$14,784
LOUISIANA LIFE	3.0	\$8,871
NASHVILLE LIFE	4.0	\$15,729
NEW ORLEANS	4.0	\$15,802
RICHMOND MAGAZINE	4.0	\$14,471
TOTAL	23.0	\$93,357
CORPORATE POOL CITY BOOKS		
ATLANTA MAGAZINE	2.0	\$13,420
BUZZ MAGAZINE	2.0	\$18,260
CHICAGO MAGAZINE	2.0	\$32,016
LA MAGAZINE	2.0	\$26,884
OCEAN DRIVE	2.0	\$8,190
NEW YORK MAGAZINE	2.0	\$87,984
TOTAL	12.0	\$184,774
MILITARY		
STATESIDE FAMILY	1.0	\$13,970
TOTAL	1.0	\$13,970
GRAND MONTHLY TOTAL	385.0	\$15,059,220

*Does not reflect cash rebates

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2060311843

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	# PGS	JANUARY	\$M
CORE MAGAZINES			
COSMOPOLITAN			
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE			
REDBOOK			
SOAP OPERA DIGEST	1	BC - 1/17 OTO	\$26,030
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
TOTAL			\$26,030
YOUNGER MAGAZINES			
ALLURE			
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADEMOISELLE			
MARIE CLAIRE			
ROLLING STONE			
SELF			
US			
VOGUE			
WORKING MOTHER			
TOTAL			0
OLDER MAGAZINES			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR			
HOME			
INSTYLE			
LADIES HOME JOURNAL			
LIFE			
McCALLS			
MOVIELINE			
SOUTHERN LIVING			
TIME			
VANITY FAIR			
WOMAN'S DAY			
WORKING WOMAN			
TOTAL			0
SUPPLEMENTS			
PARADE			
USA WEEKEND			
TOTAL	0		\$0
MISTY DEFENSE CITY BOOKS			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
MILITARY			
STATESIDE FAMILY	1	BC	\$13,970
TOTAL	1		\$13,970
GRAND MONTHLY TOTAL	1		\$40,000

*Does not reflect cash rebates

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2060311844

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	<u># PGS.</u>	<u>FEBRUARY</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
COSMOPOLITAN	1	BC - 2/27	\$15,120
FIRST FOR WOMEN	1	BC - 2/28	\$34,665
NATIONAL ENQUIRER			
NEW WOMAN	1	PG - 2/13	\$78,197
PEOPLE	1	2C - 2/28	\$24,413
REDBOOK			
SOAP OPERA DIGEST	1	PG - 2/14	\$22,184
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR	1	PG - 2/25 GRAMMY	\$83,812
TRUE STORY			
TV GUIDE	1		
WOMAN'S WORLD			
TOTAL	6		\$259,391
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	3C - OTO	\$31,695
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 2/24 - 3/3 D. ISSUE	\$31,702
ACD. AWARDS VIEWING GLIDE			
GLAMOUR			
MADEMOISELLE			
MARIE CLAIRE			
ROLLING STONE	1	BC - 2/23	\$78,690
SELF			
US			
VOGUE			
WORKING MOTHER			
TOTAL	3		\$142,087
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	BC - 2/21	\$88,551
HARPER'S BAZAAR	1	3C - SPECIAL RATE	\$32,486
HOME			
INSTYLE			
LADIES HOME JOURNAL	1	BC	\$78,015
LIFE			
McCALLS	1	BONUS PG FROM '94	\$0
MOVIELINE			
SOUTHERN LIVING			
TIME	1	BC - 2/6	\$127,608
VANITY FAIR			
WOMAN'S DAY			
WORKING WOMAN			
TOTAL	5		\$324,761
<u>SUPPLEMENTS</u>			
PARADE	1	QUEEN PG - 2/26	\$48,835
USA WEEKEND			
TOTAL	1		\$48,835
<u>MISTY DEFENSE CITY BOOKS</u>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
<u>CORPORATE POOL CITY BOOKS</u>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE	1	PG - 2/27 FASHION ISSUE	\$33,992
TOTAL	1		\$33,992
<u>MILITARY</u>			
STATESIDE FAMILY			
TOTAL	0		
GRAND MONTHLY TOTAL	18		\$809,166

*Does not reflect cash rebates

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1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>MARCH</u>	<u>\$M</u>
CORE MAGAZINES			
COSMOPOLITAN	1	PG	\$46,170
FIRST FOR WOMEN	1	BC - 3/7	\$34,865
NATIONAL ENQUIRER	1	PG	\$23,314
NEW WOMAN	1	PG - 3/27	\$79,197
PEOPLE			
REDBOOK			
SOAP OPERA DIGEST	1	BC - 3/21	\$2,949
SOAP OPERA MAGAZINE	1	PG - 3/28	\$5,993
SOAP OPERA WEEKLY	1	BC - 3/14	\$27,084
STAR	1	2C	\$10,121
TRUE STORY	1	BC - 3/15	\$116,130
TV GUIDE	1	BC - 3/7	\$16,200
WOMAN'S WORLD	1		
TOTAL	10		\$381,822
YOUNGER MAGAZINES			
ALLURE	1	PG	\$30,785
ELLE	1	PG - 3/17 C/S LEGENDS	\$34,790
ENTERTAINMENT WEEKLY	1	PG - 3/6 "BEST ACTRESS"	\$14,745
ACD. AWARDS VIEWING GUIDE	1	PG - "WRN"	\$68,183
GLAMOUR	1	PG - CPP. "HOROSCOPE"	\$44,825
MADEMOISELLE	1	PG	\$13,668
MARIE CLAIRE	1	PG - 3/9	\$39,824
ROLLING STONE	1	PG	\$48,208
SELF	1	PG	\$22,269
US	1	PG	\$53,020
VOGUE	1	PG - OPP. "HOROSCOPE"	\$20,699
WORKING MOTHER	1	PG	
TOTAL	11		\$381,116
OLDER MAGAZINES			
BETTER HOMES & GARDENS	1	PG - OPP T.O.C.	\$71,820
CABLE GUIDE	1	PG - SPECIAL RATE	\$27,098
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR	1	PG	\$24,449
HOME			
INSTYLE	1	PG	\$16,702
LADIES HOME JOURNAL			
LIFE	1	PG	\$43,588
McCALLS	1	PG	\$45,754
MOVIELINE			
SOUTHERN LIVING	1	PG	\$58,063
TIME			
VANITY FAIR			
WOMAN'S DAY	1	PG	\$23,385
WORKING WOMAN	8		
TOTAL			\$308,857
SUPPLEMENTS			
PARADE			
USA WEEKEND	1	QUEEN PG - 3/5	\$36,890
TOTAL			\$36,890
MISTY DEFENSE CITY BOOKS			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE	1	PG - MAR - MAY	\$2,894
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL			\$2,894
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	31		\$1,101,379

*Does not reflect cash rebates

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2060311846

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	<u># PGS.</u>	<u>APRIL</u>	<u>\$M</u>
CORE MAGAZINES			
COSMOPOLITAN	1	PG - C/S LEGENDS	\$51,081
FIRST FOR WOMEN	1	BONUS PG FROM '94 - 4/10	\$0
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE	2	PG - 4/3 C/S LEGENDS, 4/17 C/S	\$165,977
REDBOOK	1	PG - C/S LEGENDS	\$36,074
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	BC - 4/25	\$2,949
SOAP OPERA WEEKLY			
STAR	1	PG - 4/25	\$22,184
TRUE STORY			
TV GUIDE	1	PG - 4/15 C/S LEGENDS	\$92,636
WOMAN'S WORLD			
TOTAL	8		\$370,901
YOUNGER MAGAZINES			
ALLURE	1	PG - C/S LEGENDS	\$33,635
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADEMOISELLE	1	PG - C/S LEGENDS "HOROSCOPE"	\$48,272
MARIE CLAIRE			
ROLLING STONE			
SELF			
US	1	PG - C/S LEGENDS	\$24,975
VOGUE	1	PG - OPP. "HOROSCOPE"	\$53,020
WORKING MOTHER	1	PG	\$20,589
TOTAL	5		\$180,601
OLDER MAGAZINES			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA	1	PG - C/S LEGENDS	\$35,996
COUNTRY HOME	1	PG - MAR/APRIL	\$42,297
FAMILY CIRCLE	1	PG - 4/4 C/S LEGENDS	\$60,052
HARPER'S BAZAAR	1	3C	\$41,059
HOME	1	PG	\$24,787
INSTYLE			
LADIES HOME JOURNAL			
LIFE	1	PG	\$37,368
McCALLS	1	PG - "HOROSCOPE"	\$45,754
MOVIELINE	1	PG	\$8,021
SOUTHERN LIVING	1	PG - C/S LEGENDS	\$59,075
TIME			
VANITY FAIR	1	PG - C/S LEGENDS	\$59,774
WOMAN'S DAY	1	PG - 4/4	\$40,805
WORKING WOMAN			
TOTAL	11		\$454,988
SUPPLEMENTS			
PARADE			
USA WEEKEND			
TOTAL	0		\$0
MISTY DEFENSE CITY BOOKS			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE	1	PG - APR/MAY	\$3,790
NEW ORLEANS	1	3C	\$3,901
RICHMOND MAGAZINE			
TOTAL	2		\$7,691
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	28		\$1,014,181

*Does not reflect cash rebates

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2060311847

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	# PGS.	MAY	\$M
CORE MAGAZINES			
COSMOPOLITAN	1	PG - 5/1	\$10,060
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN	1	BC	\$30,073
PEOPLE	1	BC - 5/8 SPECIAL ISSUE	\$117,726
REDBOOK	1	PG - C/S LEGENDS	\$36,074
SOAP OPERA DIGEST	1	PG - 5/23	\$20,031
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY	1	BC - 5/2	\$7,022
STAR	1	PG - 5/16	\$27,064
TRUE STORY	1	PG	\$8,434
TV GUIDE	1	PG - 5/13	\$83,812
WOMAN'S WORLD	1	PG - 5/30	\$10,439
TOTAL	10		\$350,775
YOUNGER MAGAZINES			
ALLURE	1	PG	\$30,188
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 5/12	\$33,287
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG - C/S LEGENDS	\$70,101
MADEMOISELLE	1	PG - C/S LEGENDS-HORO.	\$48,272
MARIE CLAIRE	1	PG - OPP. HOROSCOPE	\$18,957
ROLLING STONE	1	PG - 5/18	\$39,624
SELF			
US	1	PG + 1/3 VERTICAL	\$22,269
VOGUE	1	PG - CPP. HOROSCOPE	\$53,020
WORKING MOTHER			
TOTAL	8		\$315,718
OLDER MAGAZINES			
BETTER HOMES & GARDENS	1	PG - OPP. MASTHEAD	\$71,820
CABLE GUIDE			
COUNTRY AMERICA	1	PG - C/S LEGENDS	\$35,996
COUNTRY HOME			
FAMILY CIRCLE	1	3C - 5/18	\$65,737
HARPER'S BAZAAR			
HOME			
INSTYLE	1	PG - C/S LEGENDS	\$17,290
LADIES HOME JOURNAL	1	BC	\$78,015
LIFE			
MCALLS	1	PG - C/S LEGENDS	\$50,786
MOVIELINE	1	PG	\$8,021
SOUTHERN LIVING	1	PG - C/S LEGENDS	\$59,075
TIME			
VANITY FAIR			
WOMAN'S DAY	1	PG - 5/16	\$52,630
WORKING WOMAN	1	PG	\$23,385
TOTAL	10		\$463,735
SUPPLEMENTS			
PARADE	1	QUEEN PG - 5/14	\$48,635
USA WEEKEND	1	QUEEN PG - 5/14	\$36,690
TOTAL	2		\$85,625
MISTY DEFENSE CITY BOOKS			
D MAGAZINE	1	3C	\$5,785
HONOLULU MAGAZINE	1	PG	\$3,696
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE	1	3C	\$5,294
TOTAL	3		\$14,775
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	33		\$1,230,628

*Does not reflect cash rebates

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2060311848

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	<u># PGS.</u>	<u>JUNE</u>	<u>\$M</u>
CORE MAGAZINES			
COSMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN	1	PG - 6/12	\$10,060
NATIONAL ENQUIRER			
NEW WOMAN	1	PG	\$24,480
PEOPLE	1	PG - 6/19	\$83,870
REDBOOK	1	PG	\$34,662
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
TOTAL	5		\$201,570
YOUNGER MAGAZINES			
ALLURE	1	PG	\$31,697
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG - "WRN" FRANCHISE	\$68,183
MADEMOISELLE	1	PG - OPP. HOROSCOPE	\$44,825
MARIE CLAIRE			
ROLLING STONE	1	PG - 6/28	\$41,605
SELF			
US			
VOGUE	1	PG - OPP. HOROSCOPE	\$53,020
WORKING MOTHER	1	PG	\$20,699
TOTAL	6		\$280,030
OLDER MAGAZINES			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME	1	PG	\$42,297
FAMILY CIRCLE	1	BC - 6/27	\$88,851
HARPER'S BAZAAR			
HOME			
INSTYLE			
LADIES HOME JOURNAL	1	PG	\$53,545
LIFE			
McCALLS			
MOVIELINE			
SOUTHERN LIVING			
TIME			
VANITY FAIR	1	PG	\$70,409
WOMAN'S DAY	1	BC - 6/27	\$84,165
WORKING WOMAN			
TOTAL	6		\$384,478
SUPPLEMENTS			
PARADE			
USA WEEKEND			
TOTAL			
MISTY DEFENSE CITY BOOKS			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE	1	PG - JUNE/JULY	\$3,880
NEW ORLEANS	1	PG	\$3,801
RICHMOND MAGAZINE	1	PG	\$3,059
TOTAL	3		\$10,939
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE	1	PG	\$8,140
CHICAGO MAGAZINE	1	PG	\$18,008
LA MAGAZINE	1	PG	\$13,442
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	3		\$37,580
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	23		\$904,807

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C:\123\NEW BUD

2060311849

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>JULY</u>	<u>\$M</u>
CORE MAGAZINES			
COSMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN	2	SPREAD - 7/24	\$21,168
NATIONAL ENQUIRER	1	PG - 7/11	\$30,328
NEW WOMAN	1	PG	\$24,480
PEOPLE	2	SPREAD - 7/24 SPECIAL ISSUE	\$182,780
REDBOOK	1	PG	\$36,385
SOAP OPERA DIGEST	1	PG - 7/11	\$2,826
SOAP OPERA MAGAZINE	1	PG - 7/11	\$6,293
SOAP OPERA WEEKLY			
STAR			
TRUE STORY	1	PG	\$9,008
TV GUIDE	2	SPREAD - 7/8	\$176,005
WOMAN'S WORLD			
TOTAL	13		\$537,581
YOUNGER MAGAZINES			
ALLURE	1	PG	\$31,697
ELLE	1	PG - 7/14	\$33,267
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,592
MADEMOISELLE	1	PG	\$47,066
MARIE CLAIRE			
ROLLING STONE			
SELF	1	PG	\$50,618
US	1	PG	\$23,382
VOGUE	1	PG	\$55,871
WORKING MOTHER	1	PG	\$21,734
TOTAL	8		\$335,049
OLDER MAGAZINES			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA	1	PG	\$33,472
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR			
HOME	1	PG	\$26,026
INSTYLE	1	PG	\$17,537
LADIES HOME JOURNAL	1	PG	\$58,222
LIFE			
McCALLS	1	PG	\$48,042
MOVIELINE	1	PG	\$8,422
SOUTHERN LIVING			
TIME			
VANITY FAIR			
WOMAN'S DAY	1	PG - 7/18	\$42,845
WORKING WOMAN	1	PG	\$24,554
TOTAL	8		\$332,532
SUPPLEMENTS			
PARADE	1	QUEEN PG - 7/23	\$48,935
USA WEEKEND	1	QUEEN PG - 7/23	\$36,660
TOTAL	2		\$85,625
MISTY DEFENSE CITY BOOKS			
D MAGAZINE	1	BC	\$6,885
HONOLULU MAGAZINE	1	PG	\$3,596
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	2		\$10,381
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE	1	PG	\$8,710
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE	1	PG	\$4,095
NEW YORK MAGAZINE			
TOTAL	2		\$10,805
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	38		\$1,311,953

*Does not reflect cash rebates

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2060311850

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	# PGS.	AUGUST	\$M
CORE MAGAZINES			
CELESTIAL CLOUTER	1	PG	\$48,479
CELESTIAL CLOUTER	1	PG - 8/15	\$30,328
CELESTIAL CLOUTER	1	PG - 8/14	\$83,870
CELESTIAL CLOUTER	1	PG	\$36,365
CELESTIAL CLOUTER	1	PG - 8/15	\$23,696
CELESTIAL CLOUTER	1	PG	\$9,008
TOTAL	8		\$231,777
YOUNGER MAGAZINES			
CELESTIAL CLOUTER	1	PG	\$32,324
CELESTIAL CLOUTER	1	PG - 8/18	\$33,287
CELESTIAL CLOUTER	1	PG	\$71,562
CELESTIAL CLOUTER	2	SPREAD	\$94,133
CELESTIAL CLOUTER	1	PG - 8/10	\$41,605
CELESTIAL CLOUTER	2	SPREAD	\$101,237
CELESTIAL CLOUTER	1	PG	\$55,871
CELESTIAL CLOUTER	2	SPREAD	\$43,468
TOTAL	11		\$473,317
OLDER MAGAZINES			
CELESTIAL CLOUTER	2	SPREAD	\$150,822
CELESTIAL CLOUTER	1	PG	\$44,412
CELESTIAL CLOUTER	2	SPREAD - 8/8	\$119,068
CELESTIAL CLOUTER	1	PG	\$28,026
CELESTIAL CLOUTER	2	SPREAD	\$35,074
CELESTIAL CLOUTER	2	SPREAD	\$112,445
CELESTIAL CLOUTER	1	PG (1ST BONUS PG.)	\$0
CELESTIAL CLOUTER	1	PG - 8/14	\$105,576
CELESTIAL CLOUTER	2	SPREAD	\$118,287
CELESTIAL CLOUTER	2	SPREAD	\$49,109
TOTAL	18		\$780,818
SUPPLEMENTS			
CELESTIAL CLOUTER			
CELESTIAL CLOUTER			
CELESTIAL CLOUTER			
TOTAL			
MISTY DEFENSE CITY BOOKS			
CELESTIAL CLOUTER			
TOTAL	0		\$0
CORPORATE POOL CITY BOOKS			
CELESTIAL CLOUTER			
TOTAL	0		\$0
MILITARY			
CELESTIAL CLOUTER			
CELESTIAL CLOUTER			
TOTAL			
GRAND MONTHLY TOTAL	33		\$1,465,912

*Does not reflect cash rebates

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2060311851

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>SEPT</u>	<u>\$M</u>
CORE MAGAZINES			
COSMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN	1	PG - 9/25 (1ST BONUS)	\$0
NATIONAL ENQUIRER			
NEW WOMAN	1	PG	\$24,480
PEOPLE	2	SPREAD - 9/18 SPECIAL ISSUE	\$162,780
REDBOOK	1	PG	\$36,395
SOAP OPERA DIGEST	2	SPREAD - 9/26	\$42,065
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR	1	PG - 9/12	\$23,696
TRUE STORY	1	PG	\$9,009
TV GUIDE	2	SPREAD - 9/18	\$176,005
WOMAN'S WORLD			
TOTAL	12		\$542,909
YOUNGER MAGAZINES			
ALLURE	1	PG	\$31,897
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	2	SPREAD - 9/15	\$66,674
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,582
MADEMOISELLE	1	PG	\$47,086
MARIE CLAIRE			
ROLLING STONE	1	PG - 9/7	\$41,605
SELF	1	PG	\$50,618
US	1	PG	\$23,382
VOGUE	1	PG	\$55,671
WORKING MOTHER			
TOTAL	10		\$420,531
OLDER MAGAZINES			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	PG - 9/1	\$59,534
HARPER'S BAZAAR			
HOME			
INSTYLE	1	PG	\$17,537
LADIES HOME JOURNAL			
LIFE	1	PG	\$46,160
McCALLS	1	PG	\$48,042
MOVIELINE	1	PG	\$8,422
SOUTHERN LIVING			
TIME			
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY			
WORKING WOMAN			
TOTAL	7		\$314,249
SUPPLEMENTS			
PARADE			
USA WEEKEND			
TOTAL			
MISTY DEFENSE CITY BOOKS			
D MAGAZINE	1	PG	\$5,665
HONOLULU MAGAZINE	1	PG	\$3,696
LOUISIANA LIFE	1	PG (SEPT-OCT)	\$3,039
NASHVILLE LIFE			
NEW ORLEANS	1	PG	\$3,901
RICHMOND MAGAZINE			
TOTAL	4		\$16,300
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE	1	PG	\$8,710
BUZZ MAGAZINE			
CHICAGO MAGAZINE	1	PG	\$18,008
LA MAGAZINE	1	PG	\$13,442
OCEAN DRIVE			
NEW YORK MAGAZINE	1	PG	\$33,992
TOTAL	4		\$70,152
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	37		\$1,364,142

*Does not reflect cash rebates

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2060311852

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	<u># PGS.</u>	<u>OCT</u>	<u>\$M</u>
CORE MAGAZINES			
COSMOPOLITAN	2	SPREAD	\$96,967
FIRST FOR WOMEN	1	PG - 10/16	\$10,584
NATIONAL ENQUIRER	1	PG - 10/10	\$30,328
NEW WOMAN	2	SPREAD	\$48,959
PEOPLE			
REDBOOK	2	SPREAD	\$72,790
SOAP OPERA DIGEST	1	PG - 10/10	\$2,825
SOAP OPERA MAGAZINE	1	PG - 10/10	\$6,293
SOAP OPERA WEEKLY			
STAR			
TRUE STORY	2	SPREAD	\$18,018
TV GUIDE	1	PG - 10/10	\$11,151
WOMAN'S WORLD			
TOTAL	13		\$297,705
YOUNGER MAGAZINES			
ALLURE	2	SPREAD	\$63,395
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	1	PG - 10/13	\$33,287
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$143,184
MADEMOISELLE	2	SPREAD	\$94,133
MARIE CLAIRE			
ROLLING STONE			
SELF	1	PG	\$50,818
US	2	SPREAD	\$46,765
VOGUE			
WORKING MOTHER	1	PG	\$21,734
TOTAL	12		\$485,440
OLDER MAGAZINES			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME	1	PG	\$44,412
FAMILY CIRCLE			
HARPER'S BAZAAR	1	PG	\$25,871
HOME	2	SPREAD	\$52,053
INSTYLE	1	PG	\$17,537
LADIES HOME JOURNAL	1	PG	\$58,222
LIFE	2	SPREAD	\$92,320
McCALLS			
MOVIELINE			
SOUTHERN LIVING			
TIME	1	PG - 10/9	\$105,576
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	SPREAD - 10/10	\$91,400
TOTAL	12		\$544,338
SUPPLEMENTS			
PARADE	1	QUEEN PG - 10/22	\$48,935
USA WEEKEND	1	QUEEN PG - 10/22	\$36,880
TOTAL			\$85,825
MISTY DEFENSE CITY BOOKS			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE	1	PG - OCT/NOV	\$3,980
NEW ORLEANS			
RICHMOND MAGAZINE	1	PG	\$3,059
TOTAL	2		\$7,038
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE	1	PG	\$8,140
CHICAGO MAGAZINE			
LA MAGAZINE	1	PG	\$4,095
OCEAN DRIVE			
NEW YORK MAGAZINE	2		\$12,235
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	41		\$1,432,380

*Does not reflect cash rebates

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1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	# PGS.	NOV	\$M
CORE MAGAZINES			
COSMOPOLITAN	2	SPREAD	\$96,957
FIRST FOR WOMEN	1	PG - 11/14	\$30,328
NATIONAL ENQUIRER			
NEW WOMAN	1	PG - 11/20 SPECIAL ISSUE	\$91,390
PEOPLE			
REDBOOK	1	PG - 11/21	\$21,033
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE	1	PG - 11/4	\$68,003
WOMAN'S WORLD			
TOTAL	6		\$327,710
YOUNGER MAGAZINES			
ALLURE	1	PG	\$31,697
ELLE	1	PG - 11/10	\$33,287
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE	1	PG	\$71,582
GLAMOUR			
MADEMOISELLE			
MARIE CLAIRE			
ROLLING STONE			
SELF	1	PG	\$50,618
US	2	SPREAD	\$46,765
VOGUE	2	SPREAD	\$111,342
WORKING MOTHER			
TOTAL	8		\$345,302
OLDER MAGAZINES			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA	2	SPREAD	\$68,944
COUNTRY HOME			
FAMILY CIRCLE	2	SPREAD - 11/1	\$119,068
HARPER'S BAZAAR			
HOME	1	PG	\$28,026
INSTYLE	2	SPREAD	\$35,074
LADIES HOME JOURNAL	1	PG	\$58,222
LIFE	2	SPREAD	\$92,320
McCALLS	2	SPREAD	\$98,063
MOVIELINE	1	PG	\$8,422
SOUTHERN LIVING	2	SPREAD	\$117,731
TIME	1	PG - 11/6	\$105,576
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	PG - 11/1, PG - 11/21	\$91,400
WORKING WOMAN	2	SPREAD	\$49,109
TOTAL	22		\$998,531
SUPPLEMENTS			
PARADE			
USA WEEKEND			
TOTAL			
MISTY DEFENSE CITY BOOKS			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	36		\$1,871,543

*Does not reflect cash rebates

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2060311854

**1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE**

	# PGS.	DEC	\$M
CORE MAGAZINES			
COSMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE	2	SPREAD - 12/25 SPECIAL ISSUE	\$215,882
REDBOOK	1	PG	\$36,395
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	PG - 12/12	\$2,625
SOAP OPERA WEEKLY	1	PG - 12/12	\$6,283
STAR	1	PG - 12/12	\$23,896
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD	1	PG - 12/12	\$11,151
TOTAL	8		\$344,521
YOUNGER MAGAZINES			
ALLURE	1	PG	\$31,697
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	2	SPREAD - 12/15	\$68,574
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,592
MADEMOISELLE	1	PG	\$47,068
MARIE CLAIRE			
ROLLING STONE	2	SPREAD - 12/28	\$83,210
SELF	1	PG	\$50,618
US	1	PG	\$23,392
Vogue	1	PG	\$55,671
WORKING MOTHER			
TOTAL	11		\$482,137
OLDER MAGAZINES			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME	2	SPREAD	\$88,824
FAMILY CIRCLE			
HARPER'S BAZAAR	1	PG	\$25,671
HOME			
INSTYLE			
LADIES HOME JOURNAL	1	PG	\$56,222
LIFE	1	PG	\$46,180
McCALLS			
MOVIELINE			
SOUTHERN LIVING	1	PG	\$58,868
TIME	1	PG - 12/11	\$105,576
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	SPREAD - 12/18	\$91,400
WORKING WOMAN	1	PG	\$24,554
TOTAL	11		\$566,418
SUPPLEMENTS			
PARADE	1	QUEEN PG - 12/24	\$48,935
USA WEEKEND	1	QUEEN PG - 12/24	\$36,860
TOTAL			\$85,825
MISTY DEFENSE CITY BOOKS			
D MAGAZINE	1	PG	\$5,665
HONOLULU MAGAZINE	1	PG	\$3,696
LOUISIANA LIFE	1	PG - DEC-FEB	\$3,039
NASHVILLE LIFE	1	PG - DEC/JAN	\$3,980
NEW ORLEANS	1	PG	\$3,901
RICHMOND MAGAZINE	1	PG	\$3,059
TOTAL	6		\$23,338
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	36		\$1,472,038

*Does not reflect cash rebates

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2060311855

1995
VIRGINIA SLIMS BUDGET
BY ISSUE DATE

	# PGS.	JAN	\$M
CORE MAGAZINES			
PCMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN	2	SPREAD - 1/8	\$21,168
NATIONAL ENQUIRER			
NEW WOMAN	2	SPREAD	\$48,959
PEOPLE			
REDBOOK	2	SPREAD	\$72,790
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
TOTAL	7		\$191,396
YOUNGER MAGAZINES			
ALLURE	2	SPREAD	\$83,385
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$143,184
MADEMOISELLE	1	PG	\$47,068
MARIE CLAIRE			
ROLLING STONE			
SELF			
US			
VOGUE	2	SPREAD	\$111,342
WORKING MOTHER	2	SPREAD	\$43,468
TOTAL	9		\$408,455
OLDER MAGAZINES			
BETTER HOMES & GARDENS	2	SPREAD	\$150,822
CABLE GUIDE	1	BC	\$47,215
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	PG - 1/9	\$59,534
HARPER'S BAZAAR			
HOME			
INSTYLE	1	PG	\$17,537
LADIES HOME JOURNAL	2	SPREAD	\$112,445
LIFE	1	PG	\$46,160
McCALLS	2	SPREAD (2ND BONUS PG)	\$48,042
MOVIELINE	2	SPREAD	\$16,844
SOUTHERN LIVING			
TIME			
VANITY FAIR	2	SPREAD	\$118,287
WOMAN'S DAY			
WORKING WOMAN	1	PG	\$24,554
TOTAL	15		\$641,439
SUPPLEMENTS			
PARADE			
USA WEEKEND			
TOTAL			
MISTY DEFENSE CITY BOOKS			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
TOTAL	0		\$0
CORPORATE POOL CITY BOOKS			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
TOTAL	0		\$0
MILITARY			
STATESIDE FAMILY			
TOTAL			
GRAND MONTHLY TOTAL	31		\$1,241,291

*Does not reflect cash rebates

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